

Sub
B2C1
1. (Twice Amended) A method of providing service in a wireless communication network comprising the steps of:

providing a plurality of service options to an end user of a wireless communication device operating on said wireless communication network;

providing products or services to said end user in response to a subscription to one of said service options; and

providing advertisements to the end user in lieu of receiving compensation for the subscription, wherein the provision of the advertisements is based upon the content that a user is receiving on said wireless communication device.

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13. (Once Amended) A method of providing service in a wireless communication network comprising the steps of:

providing a plurality of service options to an end user of a wireless communication device operating on said wireless communication network;

providing products or services to said end user in response to a subscription to one of said service options; and

providing advertisements to the end user in lieu of receiving compensation for the subscription, wherein the provision of the advertisements is based upon a configuration of said wireless communication device.

Please add the following new **claims 21-26**:

B4
21. (New) The method of claim 1, further comprising a step of determining a location of said wireless communication device and wherein the provision of the advertisements is further based upon the determined location of said wireless communication device.

22. (New) The method of claim 21, further comprising a step of conveying the determined location of said wireless communication device to a provider of at least one of said products or services.